



Social media is often the cheapest, fastest, and most effective way to reach a wide audience. In addition to alerting traditional journalists to important stories, social media allows you to engage with the public and build relationships through succinct messaging that is unfiltered by mainstream media. The most important social media platforms for your campaign are available for free, though many allow you to pay for access to a larger audience.

Facebook Posts



Many organizations already have a Facebook business or “fan” page. Utilize these established pages to promote NCVRW activities and information. Post photos, videos, company content, invitations to upcoming events, and links back to your website. Like and re-share posts from other organizations in your network. Use the sample status updates below or create your own to launch your NCVRW Facebook campaign.

5 Tips for a Perfect Facebook Post:

1. Keep it short and informative; readers should not have to expand the post to read the whole thing.
2. Include a link.
3. Be timely and current.
4. Post during non-peak hours for the best reach (5:00 p.m. – 1:00 a.m.).
5. Post intentionally, as part of a consistent sharing strategy.

TIP: EMBEDDING LINKS IN FACEBOOK

To embed a link in your Facebook status, copy the URL into the status field and wait momentarily until Facebook generates a thumbnail and page description. Then delete the URL text you copied, enter the rest of your status text, and post.

Sample Status Updates

- When victims feel understood and supported, they are more likely to seek services. “Strength. Resilience. Justice.” #NCVRW2017 www.ovc.gov/ncvrw2017
- National Crime Victims’ Rights Week highlights culturally competent services and justice in underserved communities. This year’s theme is “Strength. Resilience. Justice.” Learn more at www.ovc.gov/ncvrw2017 and get involved.
- The cycle of violence and trauma is interrupted when victims are able to access an established system of victim services and when communities deliver victim-centered, culturally competent justice. #NCVRW2017 www.ovc.gov/ncvrw2017
- We are more likely to achieve justice when organizations have the strength and resilience to provide comprehensive, wraparound services. #NCVRW2017

- Our efforts cannot succeed without local law enforcement, victim advocates, prosecutors, probation and parole officers, child and family services, community leaders, community members, educators, coaches, parents, and others. Everyone plays a role in serving victims. #NCVRW2017
- The theme for National Crime Victims' Rights Week 2017 is "Strength. Resilience. Justice." which emphasizes the need to reach victims where they are—physically, culturally, emotionally—if they are to trust that the system will work for them. #NCVRW2017
- Find ways to partner with advocates in your community by viewing past National Crime Victims' Rights Week Community Awareness Projects via the National Association for VOCA Assistance Administrators. www.navaa.org/cap/previous.html
- National Crime Victims' Rights Week begins April 2. Visit the Office for Victims of Crime's NCVRW website for information about resources and help in planning events and activities. www.ovc.gov/ncvrw2017
- Today marks the beginning of National Crime Victims' Rights Week! How do you plan on commemorating this week? Let us know! #NCVRW2017
- Looking for information on victim services? Download the Help Series brochures from the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. www.ovc.gov/pubs/helpseries
- How have you used the theme video from National Crime Victims' Rights Week? Tell us in the comments and share your activities with others.
- Visit www.victimsofcrime.org/training for training opportunities from the National Center for Victims of Crime. Learn from and network with others on a variety of crime victim topics.
- Visit the National Association of Crime Victim Compensation Boards for information on crime victim compensation in your state: www.nacvcb.org/index.asp?sid=6
- April 2-8, 2017, is National Crime Victims' Rights Week. OVC TTAC has recorded webinars on victims' rights available to watch at your convenience. <http://go.usa.gov/x8Try>
- Do you know what victims' rights exist in your state? Visit <https://www.victimlaw.info> today to research state, federal, or tribal law.
- Visit OVCTTAC.gov for the tools and resources you need to help build your capacity to serve victims of crime.
- Follow the National Crime Victims' Rights Week Resource Guide Partners to see how organizations across the country are supporting victims this NCVRW. Meet the partners at: www.ovc.gov/ncvrw2017
- Learn how to help victims of financial crime with "Taking Action: An Advocate's Guide to Assisting Victims of Financial Fraud" #NCVRW2017 www.victimsofcrime.org/taking-action
- April is National Child Abuse Prevention Month! Visit our partners at HHS to get informed and learn how you can help protect kids. <https://www.childwelfare.gov/preventing/preventionmonth>
- April is National Sexual Assault Awareness Month! Find out how to support victims of sexual assault in our schools, college campuses, workplaces, and the community. www.nsvrc.org/saam
- Strength, the will to overcome, and resilience, the ability to adapt to challenges or change, work in tandem to promote healing and allow people to move forward after trauma, tragedy, or setbacks. www.ovc.gov/ncvrw2017 ★

Twitter Posts



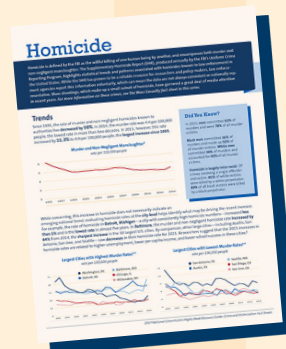
Twitter is an information-sharing network where each post is limited to 140-characters, called a “tweet.” Once you have [set up your own account](#), choose a Twitter handle (username) that other users will recognize (often the name or nickname of your organization). After you set up your account, begin following others, follow their followers, retweet their tweets, and promote them to your audience. Maximize your Twitter presence by staying engaged in conversations on subjects that are important to you, and by quickly responding to other users’ tweets and mentions of your organization or causes. Hashtags are a useful way to become part of a conversation, so make sure to use the most applicable tags, and add [#NCVRW2017](#) to your NCVRW tweets.

Sample Tweets

- National Crime Victims’ Rights Week begins April 2. Visit [www.ovc.gov](#) for information about resources and events. [#NCVRW2017](#)
- National Crime Victims’ Rights Week is April 2-8, 2017. Search [#NCVRW2017](#) to stay connected!
- Victims should be given the assistance they need to make informed decisions for their own lives. Follow [#NCVRW2017](#) to get involved!
- Strength. Resilience. Justice. Search [#NCVRW2017](#) to learn how you can help victims of crime!
- We must reach victims where they are—physically, culturally, emotionally—for them to trust the system [#NCVRW2017](#)
- We reaffirm our commitment to creating a victim service and criminal justice response that assists all victims of crime [#NCVRW2017](#)
- Strength, resilience, and justice are necessary in forging healthy, sustainable, productive communities [#NCVRW2017](#) [www.ovc.gov/ncvrw2017](#)
- National Crime Victims’ Rights Week 2017 starts today! This year’s theme is “Strength. Resilience. Justice.” [#NCVRW2017](#)
- When victims are heard and supported, they are more likely to seek services. “Strength. Resilience. Justice.” [#NCVRW2017](#)
- Download the #NCVRW2017 Resource Guide free at [www.ovc.gov/ncvrw2017](#) for tips on observing National Crime Victims’ Rights Week.
- Free resources are available to help victims of financial fraud this [#NCVRW2017](#). Download here: [http://ow.ly/q1NmI](#)
- Download free awareness posters for your [#NCVRW2017](#) activities! [www.ovc.gov/ncvrw2017](#)
- Looking for ways to get involved in [#NCVRW2017](#)? Find tips on raising awareness: [www.ovc.gov/ncvrw2017](#)
- April is National Sexual Assault Awareness Month. Visit [http://ow.ly/TbMtL](#) or follow @NSVRC for info! [#NCVRW2017](#)
- Get statistics and talking points for your [#NCVRW2017](#) activities: [www.ovc.gov/ncvrw2017](#)
- Do you know a victim of crime? Have you been victimized? Get helpful info from the [#NCVRW2017](#) Resource Guide: [www.ovc.gov/ncvrw2017](#)
- Visit [www.ovc.gov/ncvrw2017](#) to learn more about the National Crime Victims’ Rights Week Partners [#NCVRW2017](#)
- Need inspiration for your [#NCVRW2017](#) event? See the NCVRW Resource Guide for [#victim](#) centered quotes [www.ovc.gov/ncvrw2017](#)
- See the [#NCVRW2017](#) Commemorative Calendar of 2017 crime-victim observances [www.ovc.gov/ncvrw2017](#) and support victims all year

- Learn how to protect yourself from fraud this [#NCVRW2017](#) and how to assist others: <http://ow.ly/q1NmI>
- OVC offers a calendar of upcoming #victim assistance events. Learn more or add your training at <http://ow.ly/q1NDo> [#NCVRW2017](#)
- April 2–8 is National Crime Victims' Rights Week. Watch OVC's recorded webinars on victims' rights. <http://go.usa.gov/x8Try> [#NCVRW2017](#)
- Do you know what victims' rights exist in your state? Visit <https://www.victimlaw.info> to research state, federal, or tribal law. [#NCVRW2017](#)
- Visit OVCTTAC.gov for the tools and resources you need to help build your capacity to serve victims of crime. [#NCVRW2017](#)
- Want to network with [#victim](#) advocates? Visit VictimsofCrime.org/training for updates on the [@CrimeVictimsOrg](#) National Training in Portland [#NCVRW2017](#)
- OVC hosts a searchable database of victims' rights laws. Learn more: <http://ow.ly/q1NM9> [#NCVRW2017](#)
- Stalking is a crime, not a joke. Get the facts: [@SRC_NCVC](http://ow.ly/q1NQj) [#NCVRW2017](#)
- OVC's TTAC offers free trainings on victim advocacy and assistance. Learn more here: <http://ow.ly/rpGhK> [#NCVRW2017](#)
- The cycle of violence can be interrupted when victims use supportive coping practices and communities deliver timely services [#NCVRW2017](#)
- Bystander intervention shows strength, builds resilient communities, and provides justice for victims of crime. [#NCVRW2017](#).
- Scam Alert. Crooks use clever schemes to defraud millions of people every year: <https://www.consumer.ftc.gov/scam-alerts> ★

HIGHLIGHTING THE 2017 CRIME AND VICTIMIZATION FACT SHEETS



You can craft a separate, evergreen media plan for the 2017 *NCVRW Resource Guide's* Crime and Victimization Factsheets.

Use the Commemorative Calendar in "Developing Your Campaign" for a list

of notable awareness weeks and months throughout the year, and align each fact sheet with a relevant topic for that month. For instance, during Human Trafficking Awareness Month in January, promote the Human Trafficking Fact Sheet and use its contents to inform your other outreach efforts that month. For Elder Abuse Awareness Month in June, similarly promote and use the Elder Abuse Fact Sheet, focusing on community partners, organizations, and facilities that interact with or care for seniors.

If you are interested in sharing more in-depth communications with your community online, a blog is a great way to do it. [WordPress](#) and [Blogger](#) are two excellent platforms to host your blog. You can post as frequently as you wish, but a good goal is once a month. Be sure to link to your blog on your Facebook and Twitter pages.

5 Steps to an Engaging Blog Post:

1. Make sure to target your audience by using an appropriate reading level and content.
2. Check your facts; only use statistics that come from reliable sources.
3. State your main points in your introduction and again in the conclusion.
4. Limit your post to no more than 750 words.
5. Time your blog post to coincide with events and current news.

Sample Blog Post

This Is a Safe Space

Recent mass casualty events have changed the way we think about crime and the places we believe are safe. Events in Newtown, Aurora, and Orlando shattered our security, exhausted our compassion, and tested our resilience. We, at [your organization's name], want you to know that this is a safe space. We welcome all, no matter what religion you practice, the color of your skin, the language you speak, or whom you love.

These and other mass casualty events underline the importance of creating space and opportunity for difficult conversations about prejudice and understanding, isolation and inclusivity. They have revealed how fear has the power to turn neighbor against neighbor. The media often oversimplifies mass casualty events as the result of one person's mental illness. However, these events are inherently more complex than one issue. While mental illness may be a contributing factor in some cases, biased attitudes and stereotypes foster an environment in which these atrocities are possible.

We must come together as Americans to build a culture that values understanding, inclusion, and diversity. We need communities—workplaces, houses of worship, neighborhoods, civic and recreational centers—to be places where individuals are known and supported, regardless of their differences, so that instead of fear, there is empathy. When we are able to do this, our entire community will be a safe and welcoming space for all people. ★

Other Social Media Platforms



Periscope

Periscope is Twitter's live-streaming video app. It allows the user to broadcast and watch live video in real time from around the world. The application has basic features, including the ability to attend meetings remotely and share events with the public. Note that Periscope video streams are only saved by the application for 24 hours. Use Periscope to share your NCVRW events with community members who are unable to attend in person.

YouTube

YouTube is the world's second largest search engine and the third most-visited site on the internet. To begin, set up a [YouTube channel](#) for your organization, which will link with any other Google accounts you have. Choose a name that matches your brand, and post your channel URL on your Facebook page and other social network profiles. If applicable, apply for a [YouTube Nonprofit Program](#) account, which gives you more features, such as the ability to add clickable "asks" on top of videos and upload longer videos. Use YouTube to upload recordings of presentations and trainings from your organization, as well as highlights of your NCVRW events. [Visit OVC's YouTube Channel.](#)

Instagram

Instagram is a photo-sharing site that allows you to upload and share photos with your network. Once you have set up an [Instagram account](#), snap photos of your NCVRW events on your mobile devices and give your followers a sneak peek before you post them on your website. Expand the audience for your photos by "tagging" them with keywords and hashtags to identify or organize them on Instagram. Be sure to add [#NCVRW2017](#) to your NCVRW posts.

LinkedIn

LinkedIn is a professional network for individuals and organizations. You can create a [LinkedIn Company page](#) for your organization. Follow the setup wizard for creating your company profile. Be sure to include a header image and profile image for your page, and focus on keywords from your mission statement throughout your description information. Additionally, [LinkedIn Showcase pages](#) can be used to highlight specific initiatives, such as National Crime Victims' Rights Week.

Additional Tips for Social Media Posts

In addition to Facebook and Twitter status updates, use the following ideas to generate more NCVRW posts on your social media sites.

- Download NCVRW theme artwork from the [Office for Victims of Crime](#) website, including NCVRW-specific Facebook cover and profile images.
- Post photos or videos of your organization's NCVRW planning or events.
- Post photos of your NCVRW event speakers on your Facebook page (in advance of the events) and promote them on Twitter and your other social media.
- [Download the app](#) for Instagram, a photo-editing platform for iPhone or Android users that converts your photos to clear, small images and allows you to add filters to those images. Instagram interfaces with Twitter, Facebook, and other platforms.
- Upload posters from the Office for Victims of Crime's [gallery of awareness posters](#) on crime- and victim-related topics to your social media platforms.
- Post links to NCVRW op-eds or news releases in your local newspaper or television station website.
- Pull relevant statistics from the [Crime and Victimization Fact Sheets](#) included in the NCVRW Resource Guide.

- Post links to the NCVRW statements or proclamations of your local or state officials (and include brief descriptions about these statements).
- Allow other Facebook users to post stories, event reminders, pictures, and updates on your wall. Change your Facebook settings to “open settings,” and be sure to **monitor your wall consistently for negative or offensive posts**.
- Check the Facebook pages of the 2017 NCVRW *Resource Guide* Partners and “like” or link to them.
- Ask your Facebook fans and Twitter followers to repost your status updates on their social media networks.
- Post current and recent NCVRW videos on YouTube.

